

Handbook Of Communication Audits For Organisations

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The handbook provides practical help for auditors including a section on possible survey questions as well as attributes of a world-class communication system. A section of the book includes real-world examples where the authors have conducted similar communication audits to the ones they describe in the introduction.

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Communication Audits: The Key To Building World Class Communication Systems. Effective internal communication by both management and employees alike is a vital prerequisite for the functioning of any organization.

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The Handbook of Communication Audits for Organisations equips readers with the vital analytic tools required to conduct assessments.

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Staff View: Handbook of communication audits for ...

In short, a communication audit helps to strip away myths, fears and illusions about the communication climate within organizations, and about the wider culture within which the organization works.

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in the audit process. It can be used as a checklist to help determine if an organization is actually performing each strategic communications practice. But more importantly, the audit process can reveal if quality criteria are being met, and if not where improvements can be made in how the practice is performed.

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COMMUNICATION AUDITS Dennis Tourish and Owen Hargie

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